

Message Text

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ACTION EUR-25

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CU-05 STR-08 NSF-04 DOTE-00 IO-14 FEA-02 INT-08 ARA-16

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SUBJECT: GIEREK VISIT: POLISH MEDIA BUILD-UP

REF WARSAW 5681

1. SUMMARY: THE PROMISED MEDIA BUILD-UP FOR THE GIEREK VISIT IS NOW IN GEAR (REFTEL). IN ADDITION TO PROMINENT PRESS AND TELEVISION REPORTING OF EVENTS IN THE U.S., THERE HAVE BEEN A NUMBER OF FEATURE ARTICLES IN THE PAST WEEK ABOUT AMERICA AND, ESPECIALLY, POLISH-AMERICAN HISTORICAL, CULTURAL, ECONOMIC, AND OTHER TIES. NUMEROUS STORIES IN THE CENTRAL PRESS HAVE CHRONICLED THE RECENT UPWARD TREND IN US-POLISH RELATIONS, AND OUR CONSULATES IN KRAKOW AND POZNAN REPORT FAVORABLE AND INTENSIFIED MEDIA COVERAGE IN THEIR DISTRICTS. MANY STORIES

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STRESS POSSIBILITIES FOR FURTHER COOPERATION IN VARIOUS ECO-

NOMIC, SCIENTIFIC, CULTURAL, AND OTHER FIELDS. SOME, IN PASSING, EXPLAIN THE FAVORABLE TREND IN US-POLISH RELATIONS AS A PRODUCT OF DETENTE (FOR WHICH PRIMARY CREDIT GOES TO THE SOCIALIST CAMP), THE US-SOVIET RAPPROCHEMENT, AND THE SHIFT OF U.S. POLICY AWAY FROM ALLEGED COLD-WAR RIGIDITIES. HOWEVER, THE EMPHASIS IN MOST COMMENTARY IS DECIDEDLY BILATERAL. END SUMMARY.

2. IN LAYING GROUNDWORK FOR THE GIEREK VISIT, THE POLISH PRESS AGENCY (PAP) HAS ORIGINATED ARTICLES ON DIFFERENT ELEMENTS OF POLISH-AMERICAN SCIENTIFIC AND CULTURAL COOPERATION, DRAWING ON THE EMBASSY FOR SOME OF THE MATERIAL PRESENTED. PARTICULARLY WORTH NOTING ARE DISPATCHES OF SEPTEMBER 16 ON "POLAND AND U.S. EXCHANGE ART EXHIBITIONS" SEPTEMBER 17 ON "POLISH-U.S. MUSICAL CONTACTS," AND SEPTEMBER 25 ON "POLISH SCIENTIFIC BOOKS, FICTION, AND MAGAZINES ON THE AMERICAN MARKET." THESE ARTICLES SPOTLIGHT THE TWO-WAY CHARACTER OF ACTIVITY BETWEEN THE TWO COUNTRIES IN THESE FIELDS, ALTHOUGH THE LATTER CONCENTRATES ON POLISH EXPORTS (100,000 COPIES EXPECTED THIS YEAR) TO THE U.S. (COMMENT: THIS POSITIVE EMPHASIS ON THE HEALTHY CONDITION OF POLISH-AMERICAN CULTURAL EXCHANGE SOMEWHAT BELIES PERIODIC POLISH COMPLAINTS ABOUT AN IMBALANCE IN THESE RELATIONS. THESE ACCOUNTS (FORWARDED SEPARATELY TO CU/EE AND USIA/IEE) BY THE OFFICIAL NEWS AGENCY MIGHT BE USEFUL IF THE GOP RESUMES ITS PROBING CONCERNING A FORMAL CULTURAL AGREEMENT. END COMMENT.)

3. US-POLISH TRADE RELATIONS HAVE RECEIVED SPECIAL EMPHASIS. THE THRUST OF SEVERAL ARTICLES ON THIS SUBJECT HAS BEEN TO IDENTIFY PARTICULAR AREAS FOR FURTHER COOPERATION, SUCH AS IN COAL EXTRACTION AND UTILIZATION TECHNOLOGY AND RAILROAD RESEARCH. ZYCI WARSZAWY STAFFER KAROL SZYNDZIELORZ, WRITING FROM THE U.S., PRODUCED A LONG DISCUSSION OF THE INCREASED ATTENTION COAL IS NOW GETTING IN AMERICA, SUGGESTING THAT, AS THE U.S. "BASES" ITS ENERGY STRATEGY ON COAL, THERE WILL BE GREATER OPPORTUNITY FOR COOPERATION WITH POLAND, DUE TO THE LATTER'S STATUS AS A MAJOR COAL EXPORTER WITH ADVANCED MINING TECHNIQUES. POLAND'S ACHIEVEMENTS IN RAILROAD RESEARCH WERE HIGHLIGHTED IN A RECENT SLOWO POWSZECHNE ARTICLE THAT CITED THE RAILROAD "RENAISSANCE" IN THE U.S. AND SUGGESTED THAT WE LIMITED OFFICIAL USE

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MIGHT PROFIT FROM RESEARCH POLAND IS NOW CONDUCTING ON SUCH THINGS AS THE USE OF A NEW CONCRETE RAILROAD TIE.

4. THERE HAS ALSO BEEN MORE PROMINENT REPORTING OF ACTIONS OF U.S. LEADERS AND OTHER TOPICAL ITEMS ABOUT THE U.S. THE ADDRESSES OF THE PRESIDENT AND THE SECRETARY TO THE UNGA WERE FRONT-PAGED IN UNUSUALLY EXTENSIVE, IF SOMEWHAT SELECTIVE, SCOPE, AND THEIR MEETINGS WITH GROMYKO AND THE SECRETARY'S

SESSIONS WITH OTHER FOREIGN MINISTERS HAVE GOTTEN AMPLE TIME ON EVENING TELECASTS. SZYNDZIELORZ ALSO WROTE FAVORABLY ABOUT THE PRESIDENT'S REMARKS TO THE RECENT ENERGY CONFERENCE IN DETROIT. ADDITIONALLY, IN THE CONTEXT OF A FRONT-PAGE STORY ON THE HONDURAN HURRICANE TRAGEDY, A YOUTH NEWSPAPER, USUALLY COOL TOWARD THE U.S., NOTED AMERICAN TECHNICAL PROGRESS IN PROVIDING EARLY WARNING OF SUCH STORMS. BALANCING THIS, HOWEVER, THE ARTICLE ALSO STRESSED THE NEED FOR AID AND RECALLED THE SOVIET PROPOSAL ON REDUCING DEFENSE EXPENDITURES TO PROVIDE FUNDS FOR DEVELOPING COUNTRIES, SUGGESTING THAT IN THIS WAY SUBSTANTIAL MONEY MIGHT BE AVAILABLE FOR SUCH EMERGENCIES.

5. MANY STORIES SEEK A POLISH CONNECTION. AN ILLUSTRATED ARTICLE IN KRAKOW'S DZIENNIK POLSKI DISCUSSED AMERICAN BICENTENNIAL PREPARATIONS, POINTING OUT THE ACTIVE PARTICIPATION OF POLISH-AMERICAN GROUPS. THE PEASANT PARTY DAILY CARRIED A TWO-PART SERIES ON "POLES IN AMERICA." IN A HISTORICAL VEIN, THE WEEKLY LITERATURA HAS IN SUCCESSIVE WEEKS CARRIED LONG ARTICLES BY LONGIN PASTUSIAK, ONE ON "THE FIRST POLES IN AMERICA," AND THE OTHER ABOUT GENERAL KOSCIUSZKO. THOUGH ERRONEOUSLY ENTITLED "THE FATHER OF AMERICAN ARTILLERY," PRESUMABLY BY THE EDITORS, THE ARTICLE DESCRIBES IN SOME DETAIL KOSCISUZKO'S PROFESSIONAL CONTRIBUTION AS AN ARMY ENGINEER TO THE REVOLUTIONARY CAUSE. IT ALSO POINTS OUT THE INFLUENCES UPON HIM OF THE AMERICAN IDEALS OF INDEPENDENCE AND REPUBLICANISM WHICH AFFECTED HIS LATER ACTIONS IN POLAND.

6. THE POLISH SLANT IS NOT ALWAYS FEATURED, HOWEVER, FOR OTHER STORIES SIMPLY DESCRIBE AMERICAN LIFE AND INSTITUTIONS. TRYBUNA LUDU'S WASHINGTON CORRESPONDENT WROTE A CLEAR AND INFORMATIVE DISCUSSION OF HOW CONGRESS FUNCTIONS. SIMILARLY, PRAWO I ZYCI, THE LAWYERS' ASSOCIATION WEEKLY, CARRIED A STORY ON U.S. ENVIRONMENTAL LEGISLATION. THOUGH CLEARLY FOR A LIMITED OFFICIAL USE

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LIMITED-INTEREST READERSHIP, THE ARTICLE GOES FAR TO ILLUMINATE FEDERAL-STATE RELATIONSHIPS AND THE ROLE OF THE COURTS, CONCLUDING THAT THE RIGHT OF EVERY CITIZEN TO LIVE IN A HEALTHY ENVIRONMENT IS BECOMING REGARDED IN THE U.S. AS ONE VIRTUALLY FOUNDED IN THE CONSTITUTION ITSELF.

7. THE ONE AREA IN WHICH U.S. POLICY WAS CRITIZED DURING THE PAST WEEK INVOLVED CUBA. ZYCIE WARSZAWY IN AN EDITORIAL AND IN AN ARTICLE BY LATIN AMERICAN SPECIALIST ANNA PIASECKA POINTED TO LATIN AMERICA AS ONE AREA IGNORED BY THE NIXON FOREIGN POLICY. IN PARTICULAR, U.S. POLICY TOWARD CUBA WAS DEPICTED AS ANACHRONISTIC AND DOOMED TO FAILURE. PIASECKA, CONTENDING THAT PRESIDENT FORD IS UNENCUMBERED BY THE REBOZO RELATIONSHIP, PREDICTED CHANGES IN AMERICAN POLICY, CONCLUDING THAT "NORMALIZATION" OF US-CUBAN RELATIONS IS "INEVITABLE." REPORTS

ON THE UPCOMING TRIP BY SENATORS JAVITS AND PELL WERE FRONT-PAGED IN SOME PAPERS WITH THE SUGGESTION THAT THIS VISIT FORESHADOWS A MOVE TOWARD NORMALIZATION.

8. FINALLY, LENDING AN AIR OF EXCITEMENT TO THE UPCOMING GIEREK VISIT, WARSAW'S POPULAR AFTERNOON DAILY, EXPRESS WIECZORNY, UNDER BANNER HEADLINES PUBLISHED A REPORT "TELEPHONED" FROM A WASHINGTON CORRESPONDENT ABOUT "FINAL PREPARATIONS" FOR GIEREK'S ARRIVAL. THE REPORT INCLUDES A LENGTHY STATEMENT BY WHITE HOUSE PRESS ASSISTANT FALKIEWICZ UNDERSCORING THE IMPORTANCE ATTACHED TO THE VISIT IN WASHINGTON.

9. COMMENT: ESSENTIALLY, THE CURRENT PRESS CAMPAIGN IS CHARACTERIZED MORE BY ITS INTENSITY THAN BY ANY MODIFICATION OF TONE OR CONTENT. THE U.S. HAS ENJOYED A RELATIVELY GOOD PRESS HERE FOR A CONSIDERABLE PERIOD, ALTHOUGH THERE HAVE BEEN TENDENCIES TO PLAY UP ITS PROBLEMS AND ITS FOREIGN-POLICY DIFFICULTIES IN EUROPE, LATIN AMERICA, THE THIRD WORLD, ETC. HOWEVER, VEHEMENT POLEMICS HAVE GENERALLY SUBSIDED WITH THE WINDING DOWN OF THE VIETNAM WAR. IN ANY CASE, WITH THE EXCEPTIONS NOTED, THE CURRENT ACCENT IS ON THE POSITIVE, AND, AS THE MEDIA FOCUS THEIR ATTENTION ON THE U.S. AND THE US-POLISH RELATIONSHIP, PLAYING UP THE DRAMA OF THE GIEREK VISIT, THEY ARE ALSO UNDOUBTEDLY AIMING TO ENHANCE THE PRESTIGE OF THE FIRST SECRETARY AND POLAND'S NATIONAL PRIDE AS WELL.

DAVIES

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